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## **VIRTUAL REALITY AND ITS APPLICATION IN THE SOCIETY OF IT-TECHNOLOGY**

**Abstract:** a virtual reality environment currently has a huge potential for development. Its ability to move to other worlds, to feel, to discover new is an incredible opportunity to communicate and interact. The goal of virtual reality is to let you know that now you are in another place. This illusion is achieved as a result of deception of the brain, namely parts, which are responsible for the motions and the visual cortex. This revolution in information technology can be compared with the Internet or smartphone.

**Key words:** Virtual reality, information technology.

A virtual reality environment currently has a huge potential for development. Its ability to move to other worlds, to feel, to discover new is an incredible opportunity to communicate and interact. But still few people can try out virtual reality (VR), as the equipment is very expensive and uncommon. However, this technology became the subject of mass market where the average consumer will be able to buy it. This revolution in information technology can be compared with the Internet or smartphone.

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There are lots of definitions of virtual reality in different books, here is one of them: Inducing targeted behavior in an organism by using artificial sensory stimulation, while the organism has little or no awareness of the interference.

The most promising application field of virtual reality is the games market. This is justified by the fact that VR completely immerses the user into the game world. For virtual reality technology the field of video

games is the priority, this contributes to the continuous development of hardware and software and game development projects. The community of players is eagerly awaiting the emergence of VR technology in the mass market. One of the most significant issues in the implementation of this technology is that the creation of such software is accompanied by very high costs. That is why international gaming industry is not in a hurry to admire fans of the new series of games in this area.

Another application of VR technology in the future will become amusement parks. The representative of one of them is The Void, which is one of the first parks in virtual reality and soon will appear around the world. The Park combines a few large rooms, equipped with special cameras capturing the movement. Players walk through the maze. Each player has a backpack with a portable computer and replaceable battery for it. People have virtual reality helmets with headphones connected.

The use of this technology in the field of sales is increasingly heard about. Sales of commodities from online stores account for 6% of all revenue in world trade. Many exclusive online stores are already preparing to start sales in virtual reality. Most companies have ever thought about using virtual reality as a marketing tool. They in action can improve sales of goods through the immersion of a man in the operation of the object of sale. An excellent example of such goods as a car or land on Mars can be considered in these terms.

The application of virtual reality technologies in education is already familiar to students of secondary and higher educational institutions. In the modern world, participation in historical battles, the discovery of America can already be experienced on oneself. Students are very enthusiastic about the development of virtual reality technologies. This is also supported by many sponsors. For example, Google promotes free schools in its “Cardboard” project. By 2016, more than 100 training programs have been prepared. In addition to virtual reality school projects, many medical schools are interested in these technologies and apply them in laboratory research in biology, chemistry, physics and many others. One of the medical institutes has put forward a project that completely changes the practice of young doctors. This project suggests using virtual reality technologies instead of real operations to avoid unpleasant incidents.

In the social sphere, VR helmets are used to treat phobias. They are also useful to people who have mental disorders associated with participation in dangerous military operations, war, hostage-taking. In the

process of treatment, the patient meets face to face with his fear. At the same time, the psychologist observes the patient's condition. Virtual reality is an assistant in this process, it draws this fear. For example, a person can cope with the fear of public speaking, “speaking” to a virtual audience.

In conclusion, the technology of virtual reality is already being used in almost all types of human activities. It is possible that in the future, it will become irreplaceable in circulation. The development of new applications for helmets of virtual reality is increasingly provoking interest among young specialists and graduates of higher educational institutions. We can already say that this technology has a great future.

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## **ВИРТУАЛЬНАЯ РЕАЛЬНОСТЬ И ЕЕ ПРИМЕНЕНИЕ В ОБЩЕСТВЕ IT-ТЕХНОЛОГИЙ**

**Аннотация:** современный мир с каждым днем все больше и больше погружается в сферу IT-технологий. Одной из них является виртуальная реальность. Данная статья расскажет о том, что такое виртуальная реальность, в каких сферах жизни она применяется и есть ли у нее будущее.

**Ключевые слова:** виртуальная реальность, IT-технологии.

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